

Customer No. 24498  
Serial No. 09/868,254

Patent  
RCA89185

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicants:** Hugh B. Morrison, et al.  
**Serial Number:** 09/868,254  
**Atty. Dkt:** RCA 89,185  
**Filing Date:** June 15, 2001  
**Title:** METHOD FOR SELECTING A PROGRAM DISPLAYED IN AND  
ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM  
**Art Unit:** 2623  
**Examiner:** Rueben M. Brown

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

**Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450**

**Sir:**

In response to the Office Action dated April 17, 2008, for which a response is due by July 17, 2008, please enter the following amendments and remarks/arguments in the above-referenced application.

**Amendments to and Listing of the Claims begin on page 2 of this paper.**

**Remarks/Arguments begin on page 7 of this paper.**

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this amendment is being faxed to the United States Patent & Trademark Office, fax # 571-273-8300, Mail Stop Amendment on:

July 14, 2008  
Date

/Kathleen Lyles/  
Kathleen Lyles